

Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00336 150515Z

ACTION EA-09

INFO OCT-01 EB-08 ISO-00 /018 W

-----150520Z 043166 /14

R 150409Z FEB 77

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 3764

INFO AMEMBASSY CANBERRA

AMCONSUL SYDNEY

USIA WASHDC

USDOC WASHDC

UNCLAS MELBOURNE 0336

SYDNEY FOR WENTWORTH AND USTC-ZETTLER

USDOC FOR OIM-SILLOWAY FROM CURRAN

E O 11652 N A

TAGS BEXP, AS

SUBJ: "UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE" (U.S.H.U.S.);

A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES

REF A STATE 27394 B SYDNEY 347

1. REFTEL NOT SENT MELBOURNE BUT REPEATED TO US AND RECEIVED FEB 14. THIS MSG IS CONSOLIDATED REPLY FOR ALL AUSTRALIAN POSTS AND TRADE CENTER SYDNEY FROM CCP CONSUMER GOODS CAMPAIGN MANAGER. IT HAS BEEN COORDINATED WITH USTC DIRECTOR. PLEASE ENSURE THAT MELBOURNE IS AN ACTION ADDRESSEE FOR ALL FUTURE MESSAGES THIS SUBJECT.

2. IN VIEW OF THREE SUCCESSFUL EXHIBITIONS AT SYDNEY TC, NEWCASTLE AND MOST RECENTLY IN MELBOURNE (FEB 10 AND 11, BEING REPORTED SEPARATELY) OF OIM'S PILOT VIDEO/CATALOG EXHIBITION (V/CE) "MACHINE TOOLS USA", WE ENTHUSIASTICALLY ENDORSE AND SUPPORT USHUS V/CE FOR USE IN FY 1977 CCP CONSUMER GOODS UNCLASSIFIED

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CAMPAIGN IN AUSTRALIA. WE BELIEVE, HOWEVER, THAT TO DO IT RIGHT IN THIS COUNTRY IT SHOULD DEFINITELY BE DONE IN BOTH MELBOURNE AND SYDNEY. REFTEL B INDICATES SYDNEY TC HAS SCHEDULING CONFLICT WITH SEPT 19 OPENING DATE AND WOULD PREFER EITHER EARLIER (SEPT 6-8) OR LATER (OCT 3-5) DATES. AS FOR MELBOURNE, WE HAVE NO RPT NO SUCH CONFLICT AND WE ARE CONFIDENT WE CAN GET EXCELLENT SUPPORT FROM LOCAL

BUSINESS ORGANIZATIONS SUCH AS MELBOURNE CHAMBER OF COMMERCE,
RETAIL TRADERS' ASSOCIATION OF VICTORIA AND AM CHAM'S VICTORIA
OFFICE, WHICH WOULD ENSURE SUCCESS AND MIGHT ALSO MAKE
POSSIBLE SOME ECONOMIES IN PRESENTING EXHIBITION HERE. WE
PROPOSE, THEREFORE, THAT USHUS MAKE ITS AUSTRALIAN DEBUT IN
MELBOURNE ON SEPT 19-21 AND TAKE PLACE AT SYDNEY TC
OCT 3-5. SYDNEY TC DIRECTOR CONCURS. PLEASE ADVISE ASAP
IF THIS TANDEM APPROACH WHICH WILL EXPOSE EXHIBITION TO
BOTH OF AUSTRALIA'S MAJOR MARKET AREAS MEETS WITH OIM
APPROVAL. IN MEANTIME, WOULD LIKE TO CONGRATULATE OIM ON
THIS IMAGINATIVE, WELL-CONCEIVED AND IMPRESSIVELY DETAILED
PROMOTION EFFORT.
BRAND

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